City of Santa Clara
Brand Guidelines

City of
Santa Clara
The Center of What's Possible

Introduction

The City of Santa Clara has developed a brand identity to reflect its centrality and spirit of innovation. Our brand will aid in making the city attractive and relevant to the people and businesses who are committed to improving the city.

These guidelines outline and explain how the tools and elements of our brand can be used to create City of Santa Clara communications and collateral.

As the city moves into its next phase of growth, our brand identity will serve as a tool to convey the authentic, accessible and adaptive nature of the City of Santa Clara. By using these guidelines as a foundation for building your communications, you are helping the City of Santa Clara channel a clear, cohesive and consistent message to the world.

Table of Contents

Brand Strategy

1

In developing the new visual identity, we took a strategic approach informed by a Harvard Business School Community Partners study, community research, and employee feedback.

The goal of the rebranding effort is to promote economic growth while encouraging pride in the community. Our strategy focuses on Santa Clara's centrality and its sense of possibilities. We believe this strategy will attract new businesses, residents and visitors to the city while staying true to the culture and heritage that have made the city so great for generations.
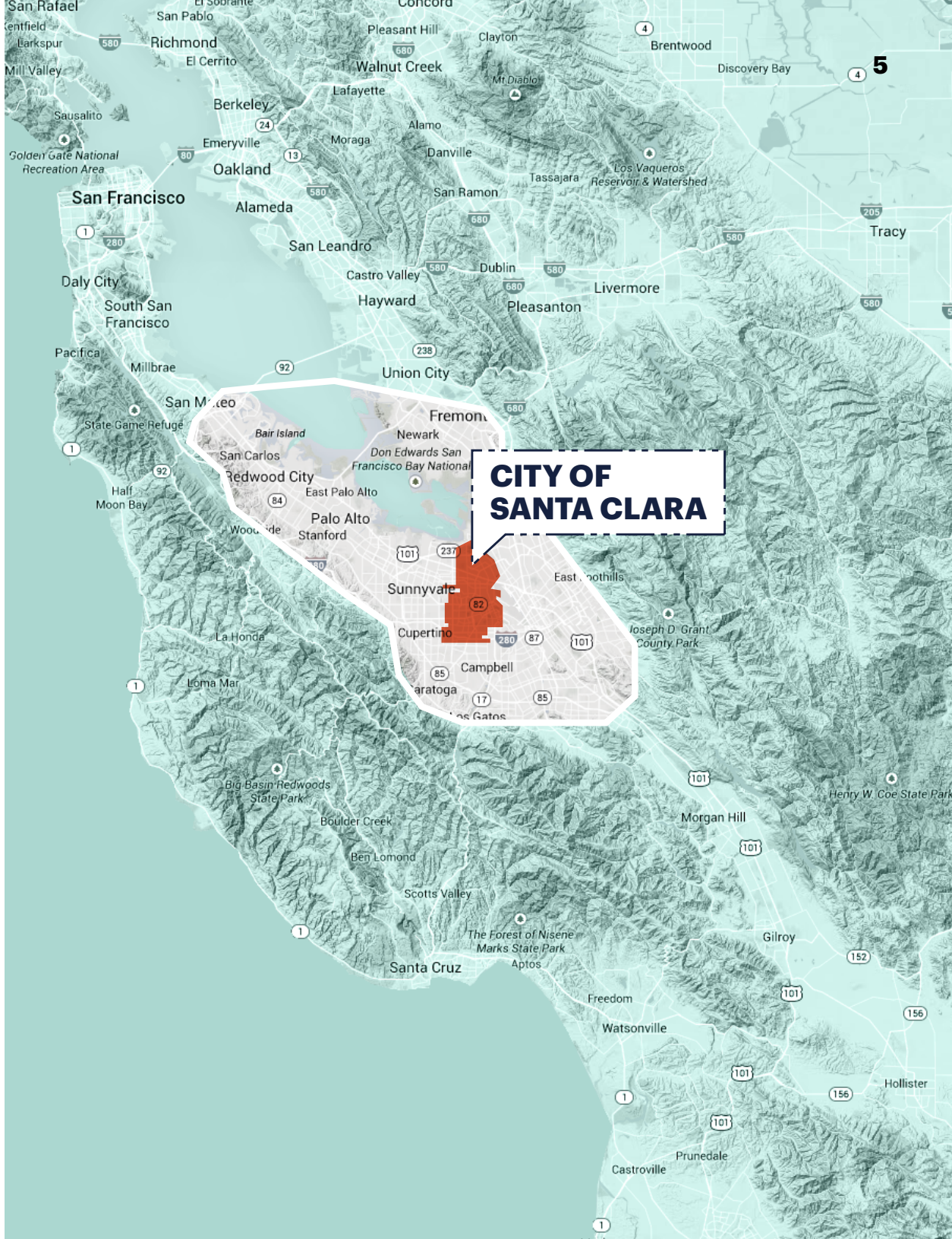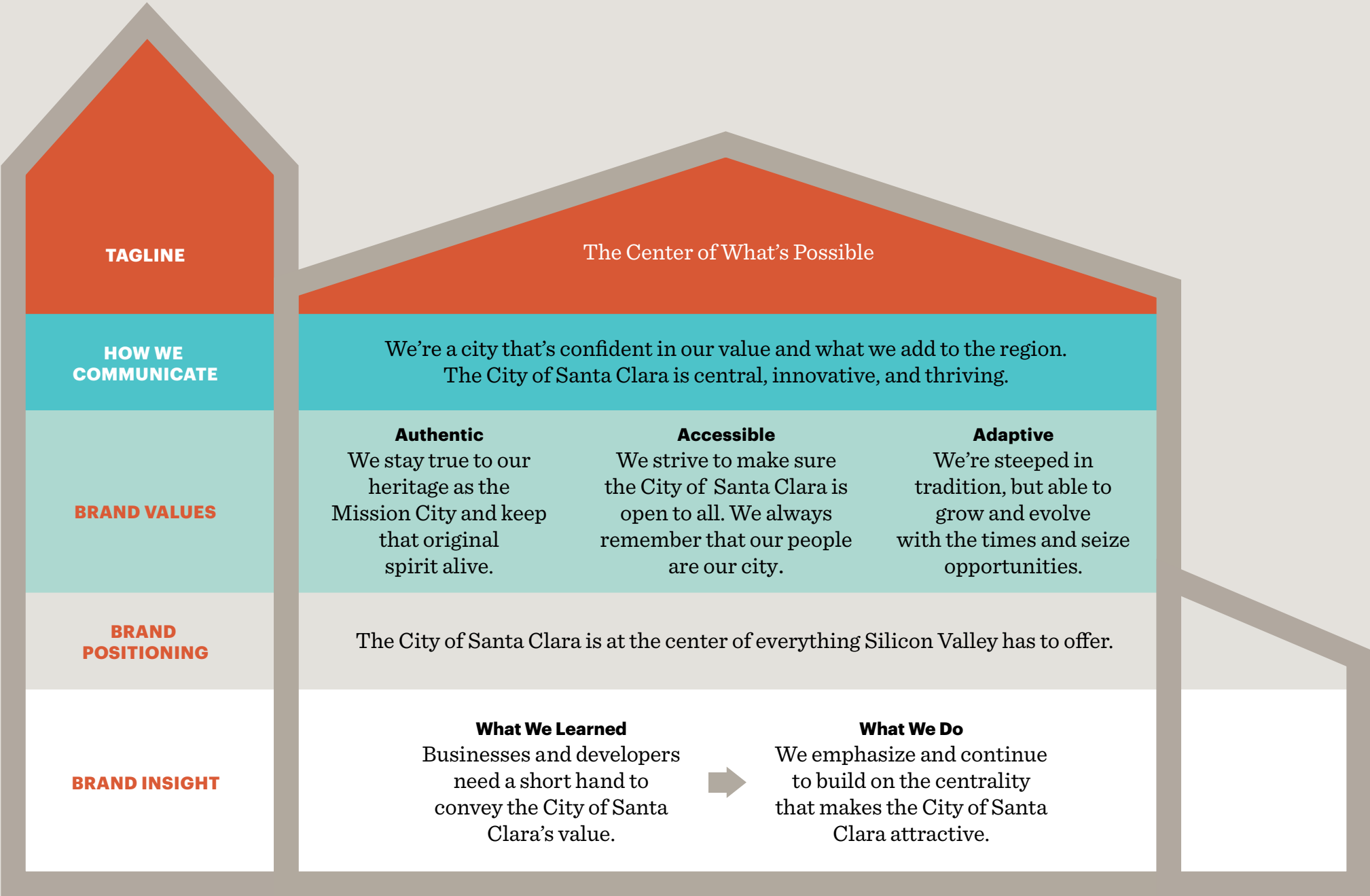

CITY OF SANTA CLARA

At the center of everything Silicon Valley has to offer, the City of Santa Clara is poised for greatness.

Everyone knows Silicon Valley is a magnet for brilliant minds. But there's one city, in the exact center of the region, uniquely primed for innovation.

The City of Santa Clara is perfectly positioned to be the next big Bay Area city. Between the CalTrain, Amtrak, VTA bus system, and with access to seven main highways and expressways, no other city in the area is so central and so convenient. It's no wonder that global companies like Intel and Citrix, world-class educational institutions like Santa Clara University, and the new 49ers Levi's® Stadium, all call the city home.

The City of Santa Clara is where the silicon chip was invented. That smart, motivated mentality is reflected in the city's diverse and educated community, uniquely independent municipal services, and forward-thinking, supportive government. From art fairs and amusement parks to historic sites and world-class sports facilities, the City of Santa Clara is a center of culture, sports, and fun.

TAGLINE

The Center of What's Possible

HOW WE COMMUNICATE

We're a city that's confident in our value and what we add to the region. The City of Santa Clara is central, innovative, and thriving.

BRAND VALUES

Authentic
We stay true to our heritage as the Mission City and keep that original spirit alive.

Accessible
We strive to make sure the City of Santa Clara is open to all. We always remember that our people are our city.

Adaptive
We're steeped in tradition, but able to grow and evolve with the times and seize opportunities.

BRAND POSITIONING

The City of Santa Clara is at the center of everything Silicon Valley has to offer.

BRAND INSIGHT

What We Learned
Businesses and developers need a short hand to convey the City of Santa Clara's value.

What We Do
We emphasize and continue to build on the centrality that makes the City of Santa Clara attractive.

The Center of What's Possible tagline was developed to convey the most attractive attributes of the City of Santa Clara; its interpretation can be both literal and conceptual.

In a literal usage, the Tagline conveys the city's geographic centrality as the City of Santa Clara is located at the heart of Silicon Valley. It also resonates conceptually, conveying the innovative spirit of the city and its can-do attitude which enables businesses, residents and visitors to make their aspirations a reality.

The Center of What's Possible

Usage

The Tagline should never be substituted or altered, and is the only text that is permitted to accompany the Logo.

The Tagline is different from the city motto on our Seal: "The Mission City." The Mission City is important to the identity of the city, but can never replace "The Center of What's Possible" as a tagline or be locked up with the Logo.

Headlines and Copy

Messaging in marketing communications will also be used to support the brand strategy. Headlines and copy are not taglines and cannot replace "The Center of What's Possible," which is to be used to sign off on almost all communications from the city.

Headline

Find your mission here.

Motto

The Mission City is the city's motto but can never be used as a tagline or be locked up with the Logo.

SantaClaraCA.gov/lorem

City of
Santa Clara
The Center of What's Possible

Tagline

Logo

2

The City of Santa Clara Logo is central to the new brand identity and should be used in all communications. The Seal, paired with the wordmark "City of Santa Clara" in modern type, nods to the rich history and heritage of the region while also propelling the city forward.

The City of Santa Clara has maintained its roots and continues to be a place of economic growth and innovation as it leads the Silicon Valley. The Seal serves as a reminder of the city's success, past and present, and will remain an important symbol as the city moves forward.
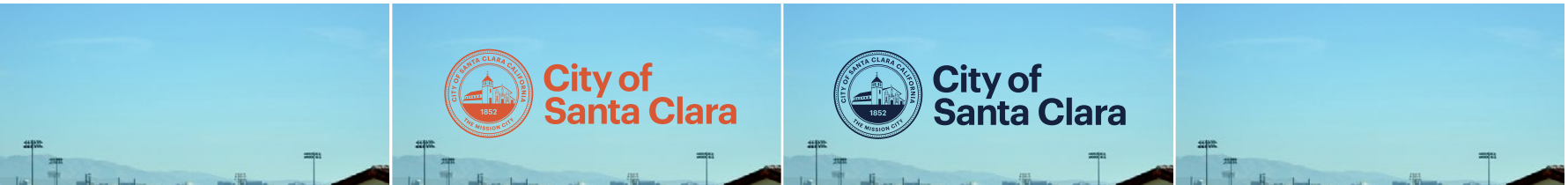
Official

Primary

Secondary

Versions and Applications

There are two versions of the Logo:

1. The **Official Full Color Logo** is used primarily in official city business, including but not limited to official stationery, documents and signage.

2. The **Primary One Color Logo** is used primarily in marketing communications, including but not limited to brochures, newsletters, posters and advertising.

The **Primary One Color Logo** should primarily be used in Terracotta, with Deep Blue being an alternate option.

• In instances where only one or two color printing is available, a knockout white or black version may be used.

• Only use the approved color combinations as shown on this page; they are optimized for legibility and consistency.

• When using a **One Color Logo** on top of a photo, choose a Logo color that has optimal legibility.

Official Full Color Logo

Primary One Color Logo
Terracotta

Secondary One Color Logo
Deep Blue

Secondary One Color Logo
White or Black

Clear Space

Maintaining appropriate clear space around the Logo ensures that no other mark or imagery infringes on the area that the Logo occupies.

The space is measured by the height of the letter "C" in the Logo and should be measured from all four sides.

Minimum Size

The minimum size requirements serve to ensure the legibility of the Logo. The minimum size is the smallest that it should appear in any communication.

The minimum size is 0.75" as measured by the height of the Seal.

Small Size Logo

The small size Logo has a simplified Seal to ensure the legibility of the Logo at 1" or under.

Logo clear space

Logo minimum size

Small size Logo

To maximize the legibility of the One Color Logo, we've created a version that is used whenever the Logo is 1" or smaller.

Logo minimum size

Don'ts

Use only the approved files of the Logo. Do not attempt to redraw or recreate any element of the City of Santa Clara Logo.

1. Do not distort the Logo.

2. Do not alter the typeface.

3. Do not alter the proportions or positioning of the Logo elements.

4. Do not apply drop shadows or other effects to the Logo.

5. Do not use unapproved colors in the Logo.

6. Do not rotate the Logo.

7. Do not place the full color version of the Logo over a colored background or imagery.

8. Do not place the Logo on backgrounds where it would be illegible.

9. Do not separate the Seal from wordmark.

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

This is the official Seal of the City of Santa Clara. It features the original version of the The Mission which was founded in 1777. In 1852, Santa Clara became a state-chartered city and thrived as it became a center for academia and supported manufacturing, seed, and fruit industries.

The Seal was updated in 2015 to optimize its legibility and the quality of its reproduction. Though other variations of the Seal exist, this is the only approved version to be used.

The Seal may be used alone in limited instances, including building signage and merchandise. Before you use the Seal alone, you must first contact the City Manager's Office.

Versions and Applications

There are two versions of the Seal:

1. The **Official Full Color Seal** is used primarily in official city business, documents and signage.

2. The **Primary One Color Seal** should be used primarily in Terracotta, with Deep Blue being an alternate option. Terracotta can be used solely in merchandise, or occasionally in signage and print where a full color option is not practical.

The **One Color Seal** use should be limited, with preference for the full Logo.

• In instances where only one or two color printing is available, a knockout white or black version may be used.

• Only use the approved color combinations as shown on this page; they are optimized for legibility and consistency.

• When using a **One Color Seal** on top of a photo, choose a Logo color that has optimal legibility.

For use in merchandise, you will need a simplified city Seal which is available for download through the City Manager's Office.

Official Full Color Seal						
Primary One Color Seal Terracotta						
Primary One Color Seal Deep Blue						
Secondary One Color Seal White or Black						

Clear Space

Maintaining appropriate clear space around the Seal ensures that no other mark or imagery infringes on the area that the Seal occupies.

The space is equal to 25% of its diameter and should be measured from all four sides. It also serves as the minimum distance the Seal should be placed from the edge of any document.

Minimum Size

The minimum size requirements serve to maximize the legibility of the Seal. The minimum size is not a recommendation on the optimal size of the Seal, rather it is the smallest that it should appear in any communication.

The minimum size is 0.75" as measured by the height of the Seal.

Small Size Seal

The small size Seal was created to ensure the legibility of the Seal at 1" or under.

Seal clear space

Seal minimum size

When used alone, the Seal must be legible. For this reason, the minimum size is 0.75".

Small size Seal

To maximize the legibility of the One Color Seal, we've created a version that is used whenever the Seal is 1" or smaller.

Don'ts

Use only the approved files of the Seal. Do not attempt to redraw or recreate any element of the City of Santa Clara Seal.

1. Do not distort the Seal.

2. Do not alter the typeface or alter the proportions of any of its elements.

3. Do not use old, outdated versions of the Seal. Take extra care to be sure you are using the latest files.

4. Do not apply drop shadows or other effects to the Seal.

5. Do not recolor the Seal; use only approved color versions provided.

6. Do not rotate the Seal.

7. Do not place the Official Full Color Seal over a colored background.

8. Do not place the Official Full Color Seal over imagery.

9. Do not alter or replace any imagery inside the Seal.

① ② ③ ④

⑤ ⑥ ⑦ ⑧

⑨
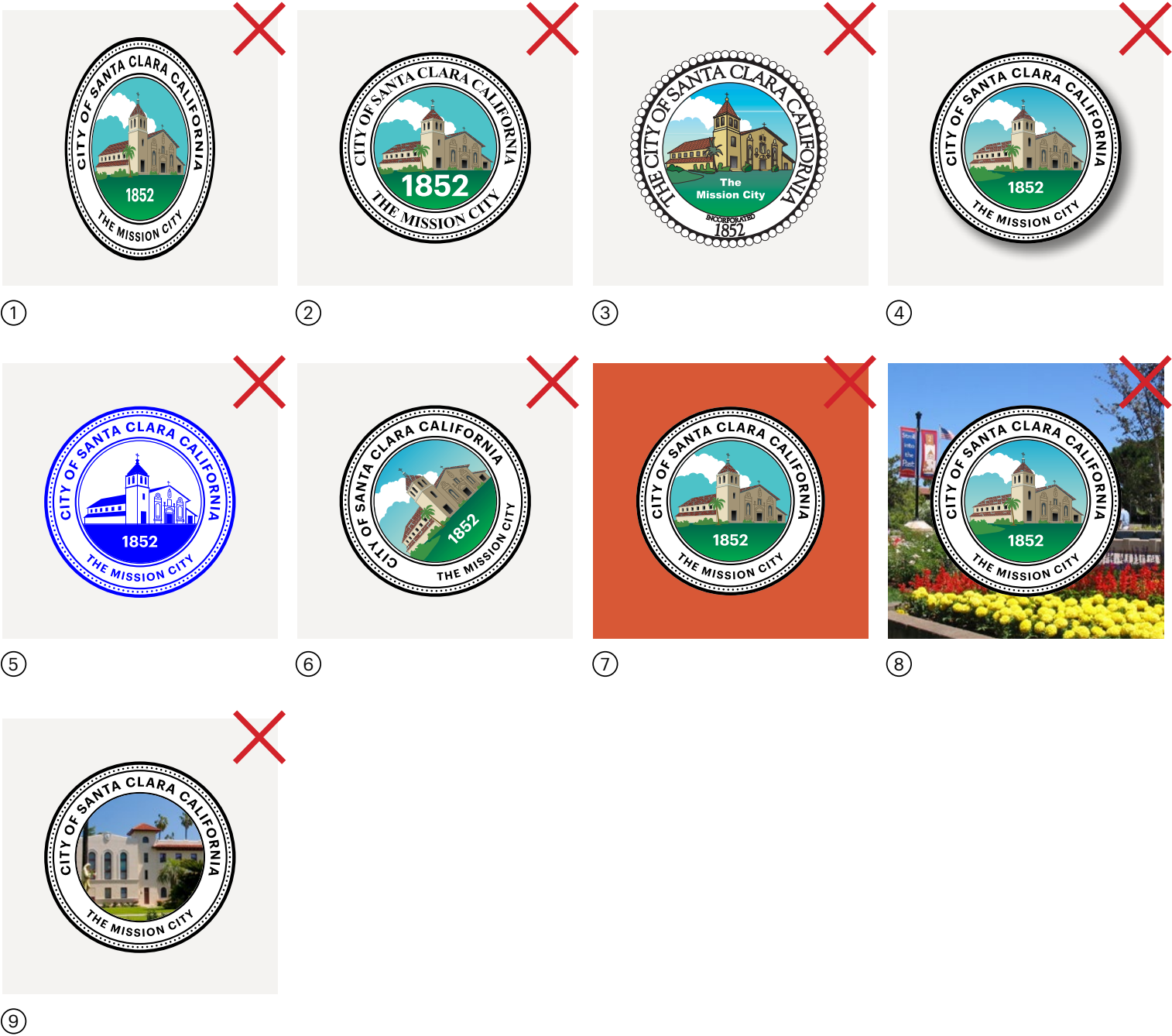
The Center of What's Possible is the core message of the brand identity and should be locked up with the Logo to sign off most communications.

Official

Primary

Secondary

Versions and Applications

There are two versions of the Logo with Tagline:

1. The **Official Logo with Tagline** is used primarily in official city business, including but not limited to official stationery, documents and signage.

2. The **Primary Logo with Tagline** Terracotta is used primarily in marketing communications, including but not limited to brochures, newsletters, posters and advertising .

The **Secondary Logo with Tagline** Deep Blue is an alternate option.

• The Tagline should be used with the Logo on marketing and other materials where the meaning connects or does not conflict with the subject matter of the communication.

• Only use the approved color combinations shown on this page; they were chosen for legibility and consistency.

• In instances where only one or two color printing are available, you may use the Secondary One Color Logo with Tagline in black or white.

• Follow all other rules in respect to Logo and Seal usage on pages 12 and 16.

Official Logo with Tagline

Primary Logo with Tagline
Terracotta

Secondary Logo with Tagline
Deep Blue

Secondary One Color Logo with Tagline
White or Black

*Color Logo with knockout white Tagline.

Clear Space

Maintaining appropriate clear space around the Logo ensures that no other mark or imagery infringes on the area that the Logo with Tagline occupies.

The space is measured by the height of the letter "C" in the Logo and should be measured from all four sides.

Minimum Size

The minimum size requirements serve to ensure the legibility of the Logo with Tagline. The minimum size is the smallest that it should appear in any communication.

The minimum size is 0.75" as measured by the height of the Seal.

Small Size Logo

The small size Logo with Tagline was created to ensure the legibility of the Logo at 1" or under.

Logo with Tagline clear space

Logo with Tagline minimum size

Small size Logo with Tagline

To maximize the legibility of the One Color Logo, we've created a version that is used whenever the Logo is 1" or smaller.

Logo with Tagline minimum size

Don'ts

Use only the approved files of the artwork. Do not attempt to redraw or recreate any element of the Logo with Tagline lockup.

1. Do not alter the typeface of the Tagline.

2. Do not change the wording of the Tagline, create variations or use other phrases in its place.

3. Do not change the scale of the Tagline in relation to the City of Santa Clara wordmark.

4. Do not use unapproved colors in the Logo with Tagline.

5. Do not make the Logo with Tagline size smaller than 0.75". For minimum size guidelines, refer to page 21.

6. Do not separate the Tagline from the Logo.

① ② ③ ④ ⑤ ⑥

Color

3

The color palette was designed to reflect the diverse attributes of the City of Santa Clara. The tiles of The Mission's roof inspired the primary color, Terracotta, while Stone and Stucco were derived from its walls. The city's many trees and outdoor space inspired the greens and blues.

Combined, these colors nod to important identifying elements of the city and represent the core of the brand.

Which color value should I use?

Pantone® and **CMYK** are used for printed materials such as print ads, merchandise, and brochures. When a printer does not have the capability of producing a spot color, such as in digital printing, use the CMYK (4-color process) values.

RGB is used for on-screen applications: video, digital, and mobile.

HEX values are for web use only.

Do not convert a spot, RGB or CMYK swatch within a design application: use the values outlined above.

Do not use Pantone Color Bridge to convert to RGB or CMYK values.

Primary Color Palette

These are the most prominent colors in the palette and most representative of the brand. They should be used on all communications.

Terracotta
Pantone® 7619
4C: 0/78/85/12
RGB: 216/88/54
HEX: d8 58 36

Deep Blue
Pantone® 534
4C: 100/71/9/56
RGB: 21/33/64
HEX: 15 21 40

Stone
Pantone® Warm Gray 1
4C: 3/3/6/7
RGB: 228/225/220
HEX: e4 e1 dc

Secondary Color Palette

These colors should be used less prominently in communications as accents. They can be used in icons, illustrations, and occasionally as background colors when the primary colors have been exhausted.

Bay Blue
Pantone® 7464
4C: 35/0/18/0
RGB: 171/216/208
HEX: a8 d8 d0

Aqua
Pantone® 2227
4C: 60/0/23/0
RGB: 77/194/200
HEX: 4d c2 c8

Cypress Green
Pantone® 7721
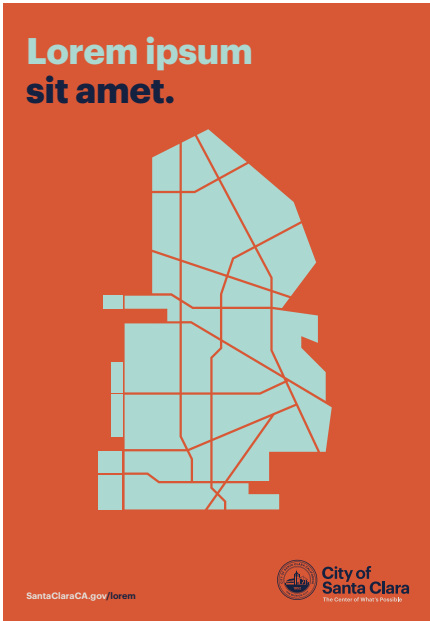4C: 89/0/43/65
RGB: 0/85/81
HEX: 00 55 51

Stucco
Pantone® W. Gray 4
4C: 11/13/15/27
RGB: 176/167/158
HEX: b0 a7 9e

Applications

The following examples illustrate how color is used in communications. You can create any communication that follows the primary and secondary color guidelines.

Usage Guidance

- Terracotta is the most dominant of the primary colors and should be prominent in all communications.

- Primary colors should most often be background colors, with secondary colors being used sparingly.

- Multiple colors are used in headlines to enhance the message.

- Color can be used to add high contrast to graphic elements, as shown in examples 1 and 2, or tonally to add texture as shown in examples 3 and 4. To create the tonal effect, use the Detailed Map in a range of opacity from 15% to 25%.

Lorem ipsum sit amet.

SantaClaraCA.gov/lorem

City of Santa Clara
The Center of What's Possible

①

Lorem ipsum sit amet.

SantaClaraCA.gov/lorem

City of Santa Clara
The Center of What's Possible

②

Ut magna elit, dolor a labore aliqua.

Lorem ipsum sit do eiusmod.

SantaClaraCA.gov/lorem

City of Santa Clara
The Center of What's Possible

③ Map in 25% opacity white.

Ut magna elit, dolor a labore aliqua.

Lorem ipsum sit do eiusmod.

SantaClaraCA.gov/lorem

City of Santa Clara
The Center of What's Possible

④ Map in 15% opacity white.

Don'ts

1. Do not use colors outside of the approved color palette shown on page 24.

2. Do not used gradients or add other effects.

3. Do not use color in a way that lacks contrast or legibility.

4. Be considerate with colors; do not use the entire color palette in a single communication.

Lorem ipsum sit amet.

SantaClaraCA.gov

City of Santa Clara
The Center of What's Possible

①

Lorem ipsum sit amet.

SantaClaraCA.gov

City of Santa Clara
The Center of What's Possible

②

Ut magna elit, dolor a labore aliqua.

Lorem ipsum sit do eiusmod.

SantaClaraCA.gov

City of Santa Clara
The Center of What's Possible

③

Ut magna elit, dolor a labore aliqua.

Lorem ipsum sit do eiusmod.

SantaClaraCA.gov

City of Santa Clara
The Center of What's Possible

④

Typography

4

Typography is an important element to our brand identity. When used correctly, it enhances the message of a communication. The design of this document is an example of appropriate usage.

The juxtaposition of the Graphik and Sentinel fonts highlights our past and our future. Sentinel is a nod to the heritage and roots of the city, while Graphik reflects the propulsion forward into an era of growth and modernity.

Brand Fonts

These fonts should be used in all instances when they are accessible to the user. Hierarchy is important for the correct usage of the brand identity. Graphik Bold is used for headlines and Sentinel Book is used only as body copy. Graphik Bold, Semibold and Regular can be used for subheads and captions, as detailed on the following pages. Graphik Regular is also used for legal copy as well as small captions, footers and gutter credits.

System Backup Fonts

These system fonts should be used in instances where the brand fonts are not available or installed, such as for externally distributed presentations. These should never be used in marketing communications or advertising.

Arial Black should be used in instances where Graphik Bold is not available, with Arial Bold and Arial Regular being used in lieu of Graphik Semibold and Graphik Regular, respectively. Georgia Regular should be used when Sentinel Book is not available, as Georgia Italic should be used in lieu of Sentinel Book Italic.

Graphik Bold
Graphik Semibold
Graphik Regular

Sentinel Book
Sentinel Book Italic

Arial Black
Arial Bold
Arial Regular
Georgia Regular
Georgia Italic

Applications

The examples shown demonstrate the fundamentals of appropriate type usage.

A. Headlines are large in Graphik Bold. The leading is 120% of the point size.

B. Intro text should be in an intermediate size in Sentinel Book.

C. Headers and footers are small in Graphik Semibold.

D. Captions are small in Graphik Semibold. The leading is 120% of the point size.

E. Body copy is Sentinel Book. The leading is 120% of the point size.

F. Subtitles are Graphik Semibold. The leading is 120% of the point size.

G. Pull quotes are an intermediate size in Sentinel Book Italic. The leading is 120% of the point size.

H. Legal copy is Graphik Regular. The leading is 120% of the point size.

A

Headline in Graphik Bold 86pt.

B

Intro text in Sentinel Book 26pt ipsum dolor sit ame consectetur dipiscing elit, qui sed do eiusmod tempor et incididunt labore et dolore magna aliqua.

City of Santa Clara
The Center of What's Possible

C — **Graphik Semibold/12pt**

C — Chapter Title   Graphik Semibold 6.5pt

A

Headline copy in Graphik Bold 42 points sint in culpa offici.

D — Caption in Graphik Semibold 7 points consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

E

Body copy in Sentinel Book 11 pt consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostr exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea comm consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nul facilisi. Nam liber tempor cum soluta eleifend option congue nihil imperdiet doming id quod mazim.

Ad minim veniam, quis nostr exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eu iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feut nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait na facilisi. Nam liber tempor cum soluta eleifend option congue nihil imperdiet doming id qua mazim placerat facer possim assum. Mirum est not are quam littera gothica, quam nunc.

F — **Subtitle Graphik Semibold 11pt.**

G

Usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est not are quam littera gothica, quam nunc putam parum claram, anteposuerit litterarum.

"Quote Sentinel Book Italic, 19 points sectetuer adipiscing elit, sed diam wisi enim ad minim."

H — Legal copy in Graphik Regular 7 points consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Contrast and Emphasis

Multiple colors can be used within headlines to give emphasis to particular words or to provide contrast in a two-part message.

These examples capture the general look and feel that should come across when treating type and color. You can create any communication that follows the guidance on color in type.

All roads lead to the City of Santa Clara.

The City of Santa Clara has over 10,500 trees on city streets.

A storied past with a bright future.

The Center of What's Possible.

CityCorner

Combinations

Only use the approved font color/background color combinations shown on this page as they are optimized for legibility and consistency.

Because Sentinel is used at a smaller size, its color usage is more limited than Graphik.

When used as body copy, Sentinel should be black on light backgrounds or white on dark backgrounds. At larger sizes such as intros, quotes, or other callout text, it can appear in Terracotta on both dark and light backgrounds.

Terracotta type

Deep Blue type

Bay Blue type

Stone type

Black and White type

Aa Aa   Aa   Aa Aa   Aa Aa   Aa Aa   Aa

Don'ts

A. Do not replace the brand fonts with any others. System fonts may be used when the brand fonts are not available, but only on communications with limited importance or distribution.

B. Do not use colors in typography other than the approved options shown on page 31, or on backgrounds where they are not legible. Do not use any color besides white or black for body copy.

C. Do not use Sentinel as a headline font.

A —

This is not a brand font et dolore.

A —

This is not a brand font ips dolor sit ame consectetur dipiscing elit, qui sed do eiusmod tempor et incididunt labore et dolore magna aliqua. Ut enim ad minim.

City of Santa Clara
The Center of What's Possible

A — *Curlz MT Regular/12pt*

Chapter Title   Graphik Semibold 6.5pt

C —

This is not correct color usage lorem ipsum sed in culpa offici.

Caption in graphik semibold 7 points consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

B —

Body copy in Sentinel Book 11 pt consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostr exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea comm consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nul facilisi. Nam liber tempor cum soluta eleifend option congue nihil imperdiet doming id quod mazim.

Subtitle Graphik Semibold 11pt.
Usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est not are quam littera gothica, quam nunc putam parum claram, anteposuerit litterarum.

Ad minim veniam, quis nostr exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eu iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feut nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait na facilisi. Nam liber tempor cum soluta eleifend option congue nihil imperdiet doming id qua mazim placerat facer possim assum. Mirum est not are quam littera gothica, quam nunc.

B — *"Quote Sentinel Book Italic, 19 points sectetuer adipiscing elit, sed diam wisi enim ad minim."*

6

Graphic Elements

5

Graphic elements are key assets that unify and support communications. The primary graphic element is the City of Santa Clara Map.

The Map highlights the importance of location and reinforces the idea that the city is literally at the center of Silicon Valley.

There are four different versions of the graphic Map, each having unique usage:

1. The **Detailed Map** incorporates main streets and transportation routes. This graphic element can add texture and incorporate the brand identity into simple layouts. It should not be used at small sizes because it can lose detail.

2. The **Silhouetted Map** features just the area of the city and is used primarily as a container shape to hold imagery. It can also be used in place of the Detailed Map at small sizes.

3. The **Knockout Map** is used as a mask over imagery and functions to highlight people, places or things within its center. The mask color should only be Terracotta.

4. The **Outlined Map** is used exclusively with illustration and may not be used to outline other maps or elements.
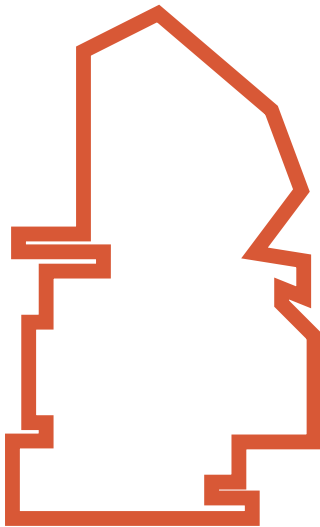
①   ②   ③   ④

Map in Color

Only use approved Map colors and background colors as shown on this page as they are optimized for consistency and legibility.

Although the Silhouetted Map is shown, these rules also apply to the Detailed Map and Outlined Map.

The Knockout Map may only be used on a Terracotta background.

Maps can be used with opacity, as shown in examples on page 25, and 37. To create the tonal effect, use the Detailed Map in a range of opacity from 15% to 25%.

Terracotta Map

Deep Blue Map

Bay Blue Map

Stone Map

White Map

Applications

The Map can be used to embody varied meanings:

Conceptual: by placing imagery of people, places or ideas within the Map conveys the idea that the subject of that image is at The Center of What's Possible.

Geographical: the Map can be used for orientation, to explain particular aspects of the city, or its borders and location within a larger geography.

Identity: much like a fingerprint, the Map is something that uniquely represents the City of Santa Clara. It can be used simply to bring the brand identity into a communication.

1. Knockout Map
   - Conceptual usage

2. Silhouetted Map
   - Conceptual usage

3. Detailed Map
   - Conceptual usage

4. Detailed Map
   - Identity usage

5. Outlined Map
   - Geographic usage

6. Silhouetted Map
   - Geographic usage
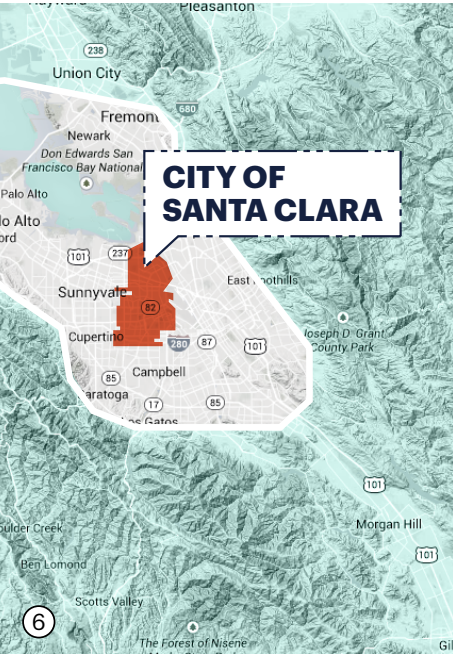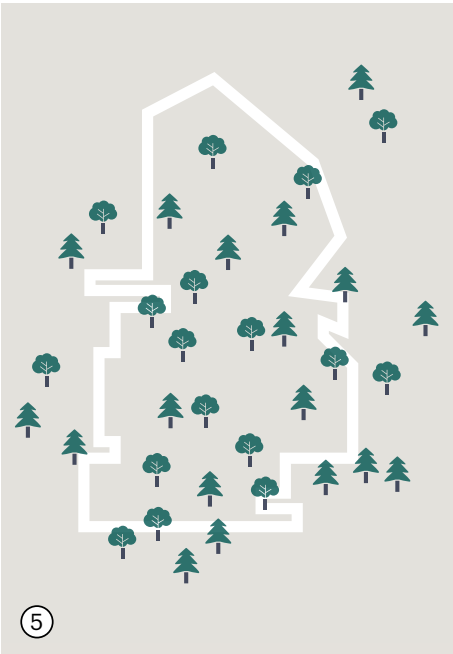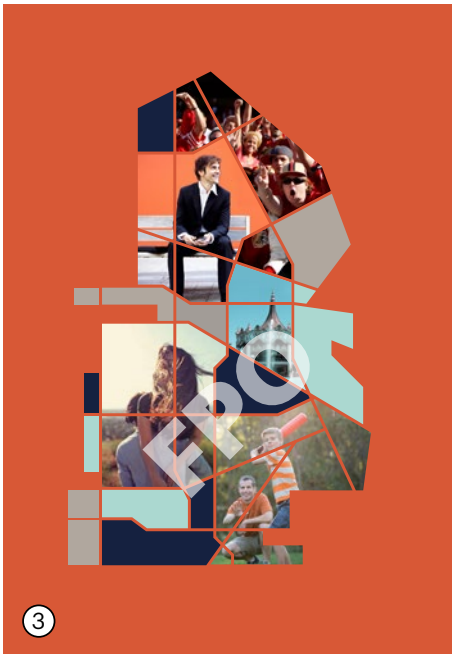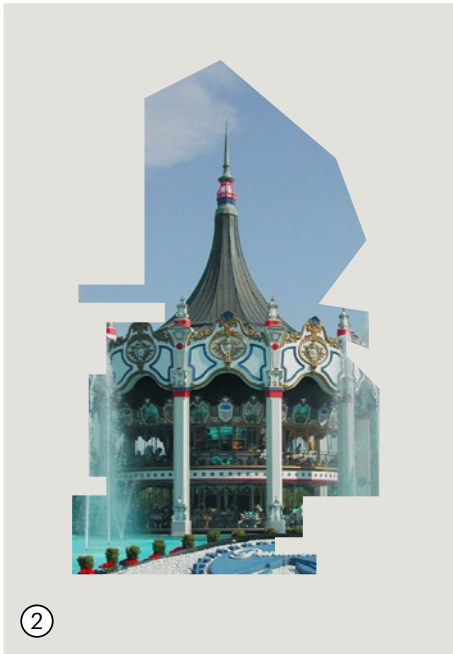
Map in 15% opacity white.

Don'ts

1. Do not use the Knockout Silhouetted Map in any color other than Terracotta.

2. Do not place the Outlined Map over photography. This should only be used with illustrations.

3. Do not place imagery inside the Silhouetted Map that does not properly convey a message or is cropped in a way that obscures the subject.

4. Do not change the orientation of any versions of the Map.

5. Do not use colors outside of the approved palette.

6. Do not crop the Map in any way that excludes any section of the Map as it represents the entirety of the city.

7. Do not combine or use multiple versions of the Map on the same communication.

8. Do not place the Map over copy in a way that is distracting or affects legibility.

For communications where the Map is not relevant, use a Layout Divider that is derived from one of the angles within the Map.

1. The Layout Divider is an asset that can grow vertically but cannot be modified in any other way. It has three borders that bleed to the edges of the page and either to the top or the bottom slopes at an angle of 4.5 degrees.

2. There is a white margin between the Layout Divider and the imagery next to it. The height of the margin can be adjusted, but should be relatively proportional to a two-point (2.25 pt) line on a letter size document.

4.5º
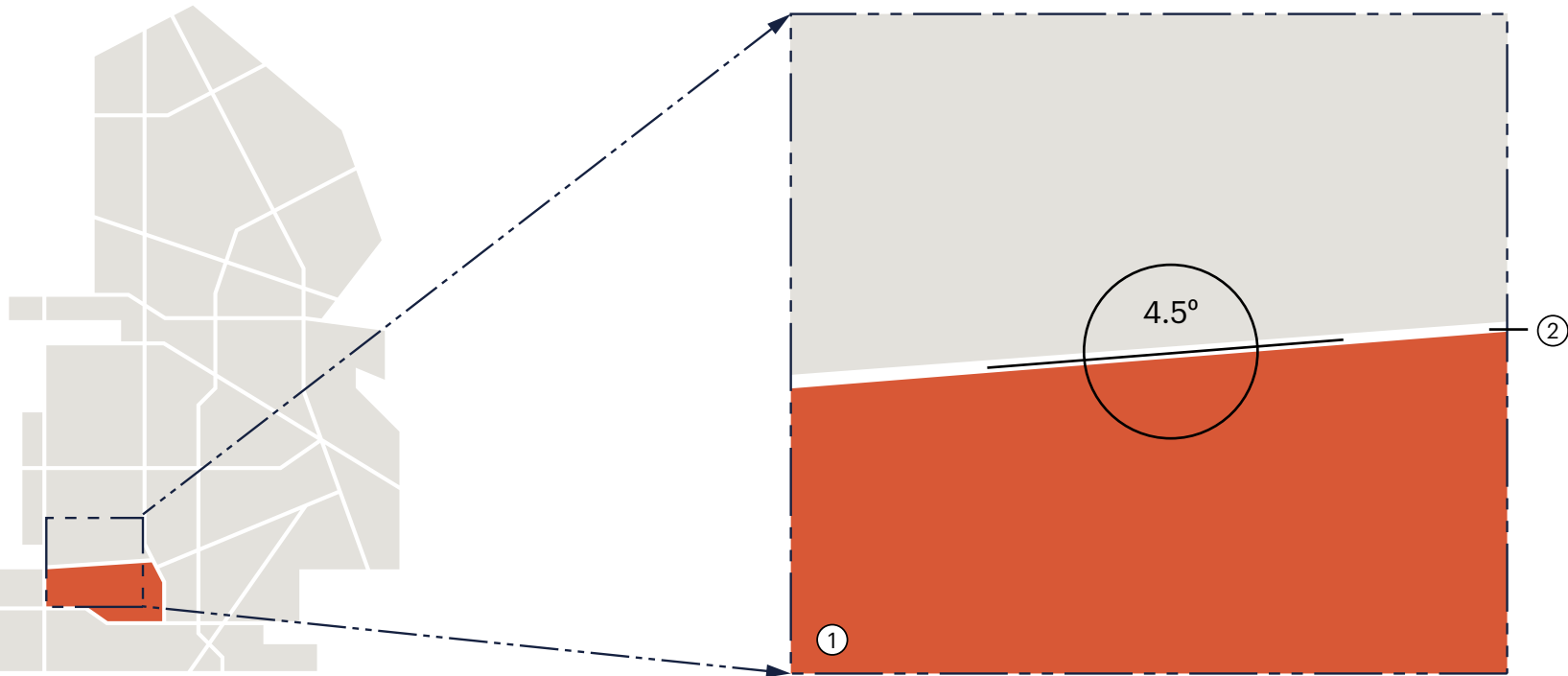
Versions

The Layout Divider runs full bleed off three sides of the communication. It can be attached to the bottom or the top of the document. The fourth side slants upwards at an angle of 4.5 degrees.

1. The shorter Layout Dividers on the top row are used as headers or footers and are primarily used to carry the Logo and minimal information.

2. The larger Layout Dividers shown on the bottom row are used to carry the Logo, headline and/or copy.

3. In limited instances when the vertical slant does not fit well in the layout, a straight holding shape is permitted. An example of this is a responsive HTML header for an email or a website.

• The color of the Layout Divider can be Terracotta, Deep Blue or Stone from the color palette.

• The measurements shown on the side are suggested proportions for dividing a layout. Though some variance is acceptable as needed, these proportions should be followed whenever possible.

• The minimum space for the Layout Divider to occupy is 1/5 of the page. The maximum space for the Layout Divider to occupy is 4/5 of the page.
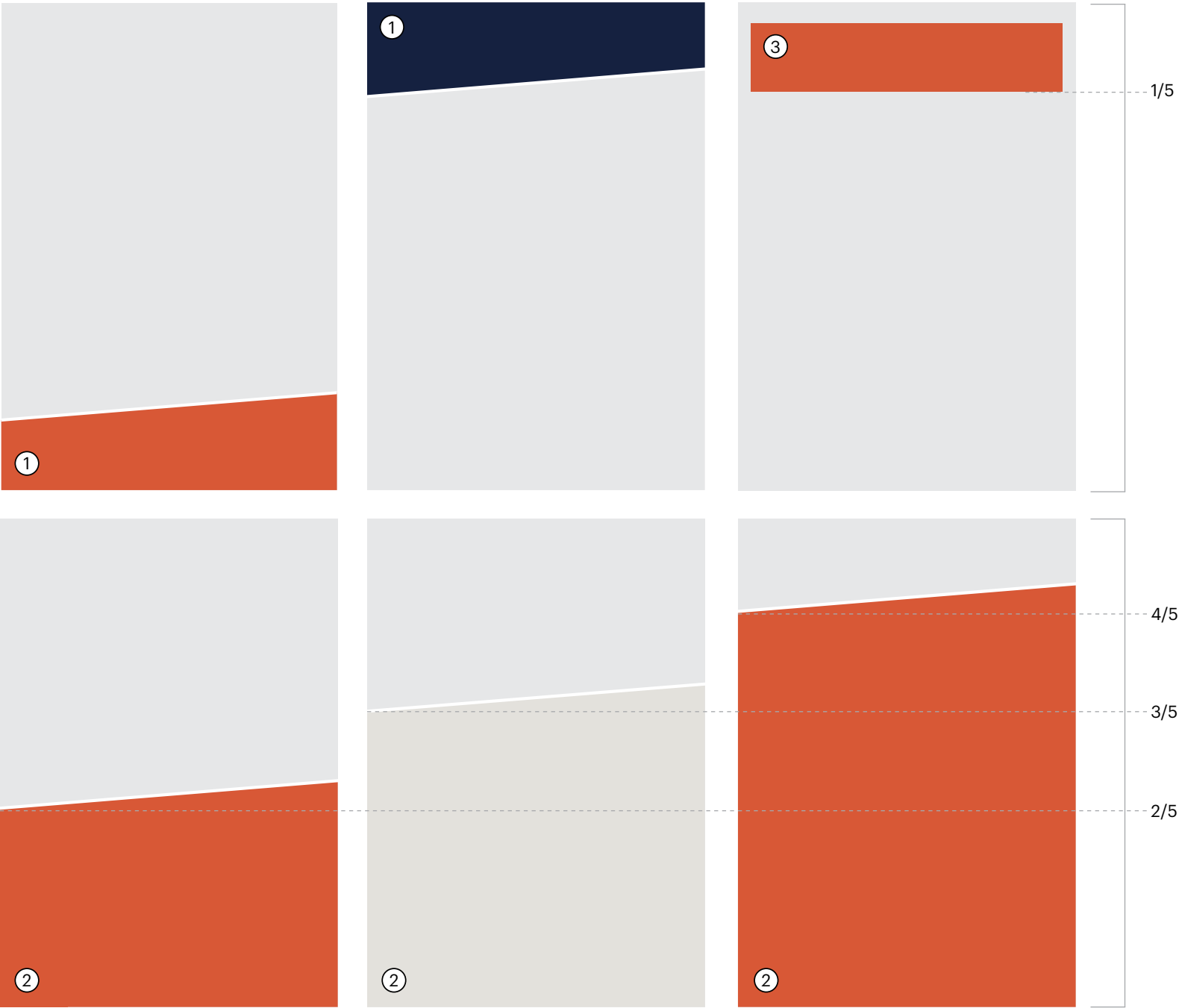
Applications

1. The Layout Divider with a vertical slant is placed at the bottom of the layout and is used to carry type and the Logo.

2. The Layout Divider with a vertical slant is placed at the top of the layout and is used to carry the Logo.

3. In limited instances when the vertical slant does not fit well in the layout, a straight holding shape is permitted. An example of this is a responsive HTML header for an email or a website.

Headline in Graphik Bold, 20pt cetur adipiscing.

Body copy in Sentinel Book 15 points lorem ipsum dolor sit amet consectetur dipiscing elit, sed do eiusmod tempor incididunt labore et dolore.

City of Santa Clara
The Center of What's Possible

①

City of Santa Clara
The Center of What's Possible

Graphik Bold 85pt.

Body copy in Sentinel Book 26pt ipsum dolor sit ame consectetur dipiscing elit, qui sed do eiusmod tempor et incididunt labore et dolore magna aliqua.

②

City of Santa Clara
The Center of What's Possible

Headline in Graphik Bold, 20pt cetur adipiscing.

Body copy in Sentinel Book 15 points lorem ipsum dolor sit amet consectetur dipiscing elit, sed do eiusmod tempor incididunt labore et dolore.
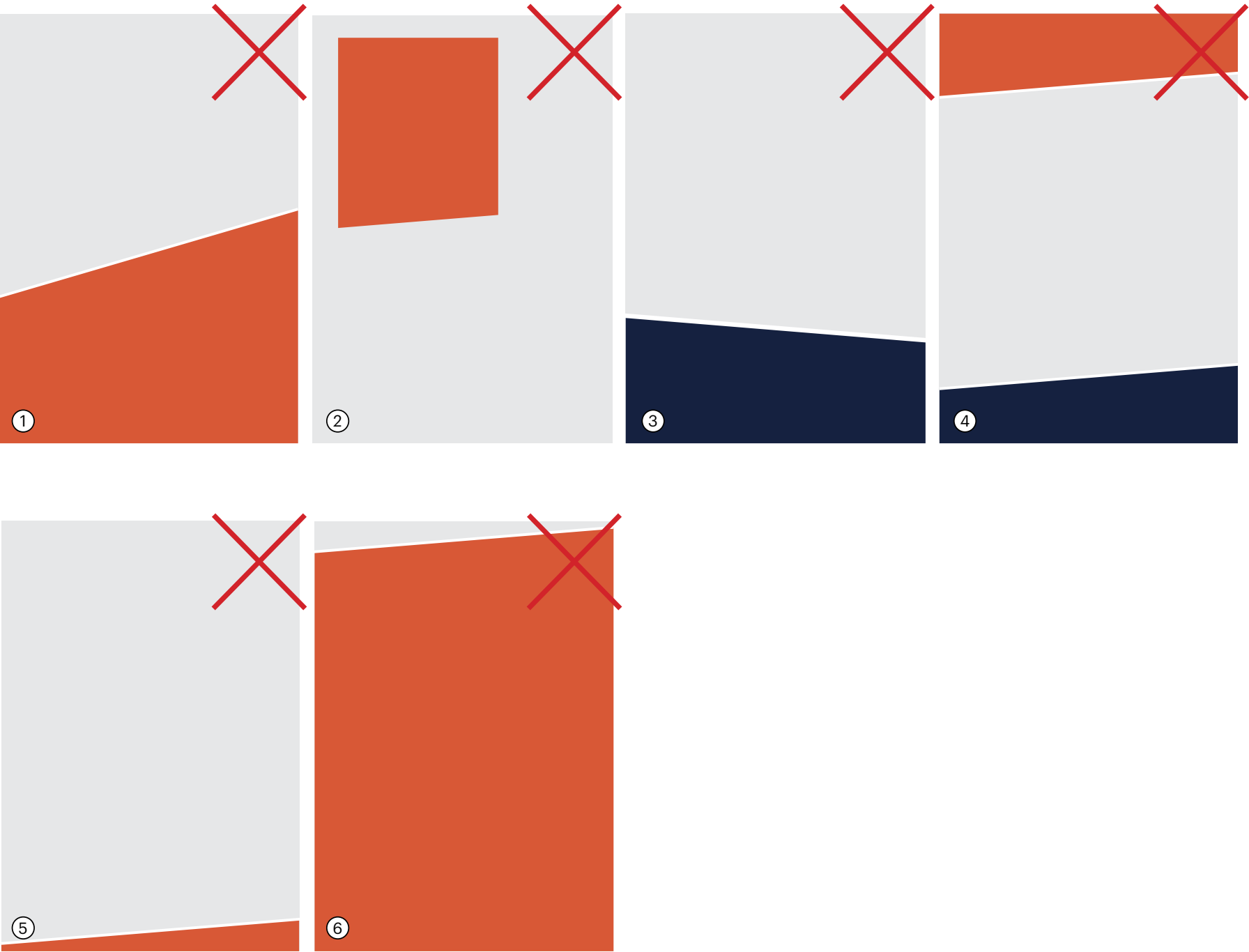
③

Don'ts

1. Do not stretch or change the angle of the slant on the Layout Divider.

2. Do not use a smaller Layout Divider that floats or does not span the whole width of the layout.

3. Do not use a Layout Divider that slants downwards.

4. Do not use more than one Layout Divider on the same face of a layout.

5. Do not make a Layout Divider that occupies less than 1/5 of the page.

6. Do not make a Layout Divider that occupies more than 4/5 of the page.
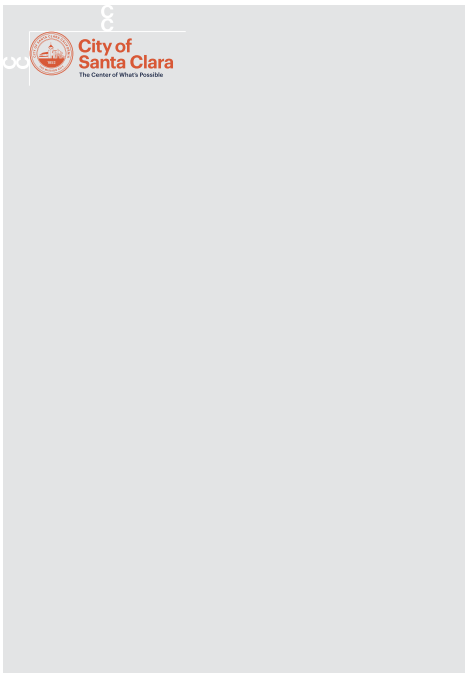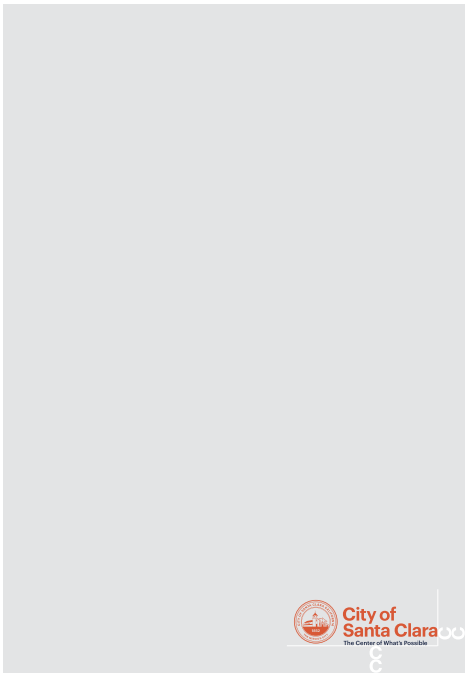
Layout

6

Print

On print layouts, the preferred location for the Logo is on the lower right-hand side of the layout, as it serves as a sign off or endorsement of the communication.

If the lower right corner is not available, the upper left is also a good option.

Clear space for the edge of a print layout is 2 "C"s.

Digital

Because digital layouts scroll from top to bottom, the Logo should always be placed on the upper right or upper left corners of the communication.

Clear space for the edge of a print layout is 1 "C".

City of Santa Clara
The Center of What's Possible

City of Santa Clara
The Center of What's Possible

City of Santa Clara
The Center of What's Possible

Employees' Newsletter
February 2015

City of Santa Clara
The Center of What's Possible

CityCorner
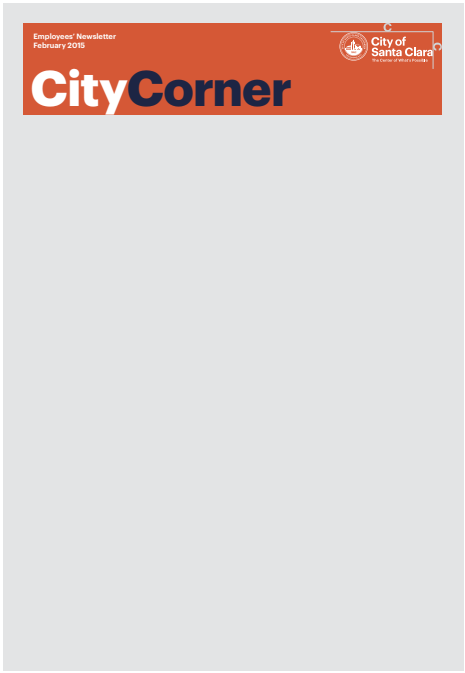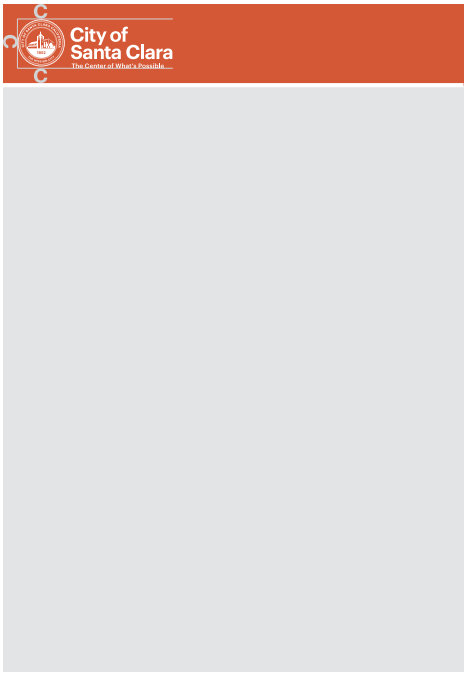
Combining Text, Images and Layout Dividers

1. When combining large headlines and subheads, use a Detailed Map in the background to add texture to the communication.

2. When combining imagery with body copy, use a Layout Divider to separate imagery from text.

3. You may shift the proportions to emphasize the headline and body copy by moving the Layout Divider so that the image becomes secondary.

Graphik Bold 85pt a labore eliqua.

Subheadline Graphik Bold 46pt.

Graphik Semibold**/12pt**

City of
Santa Clara
The Center of What's Possible.

① Map in 15% opacity white.

Headline in Graphik Bold, 20pt cetur adipiscing.

Body copy in Sentinel Book 15 points lorem ipsum dolor sit amet consectetur dipiscing elit, sed do eiusmod tempor incididunt labore et dolore.

Points lorem ipsum dolor sit amet consectetur dipiscing elit, sed do eiusmod tempor incididunt labore et dolore magna.

Graphik Semibold**/12pt**

City of
Santa Clara
The Center of What's Possible.

②

Graphik Bold 85pt.

Body copy in Sentinel Book 26pt ipsum dolor sit ame consectetur dipiscing elit, qui sed do eiusmod tempor et incididunt labore et dolore magna aliqua.

Graphik Semibold**/12pt**
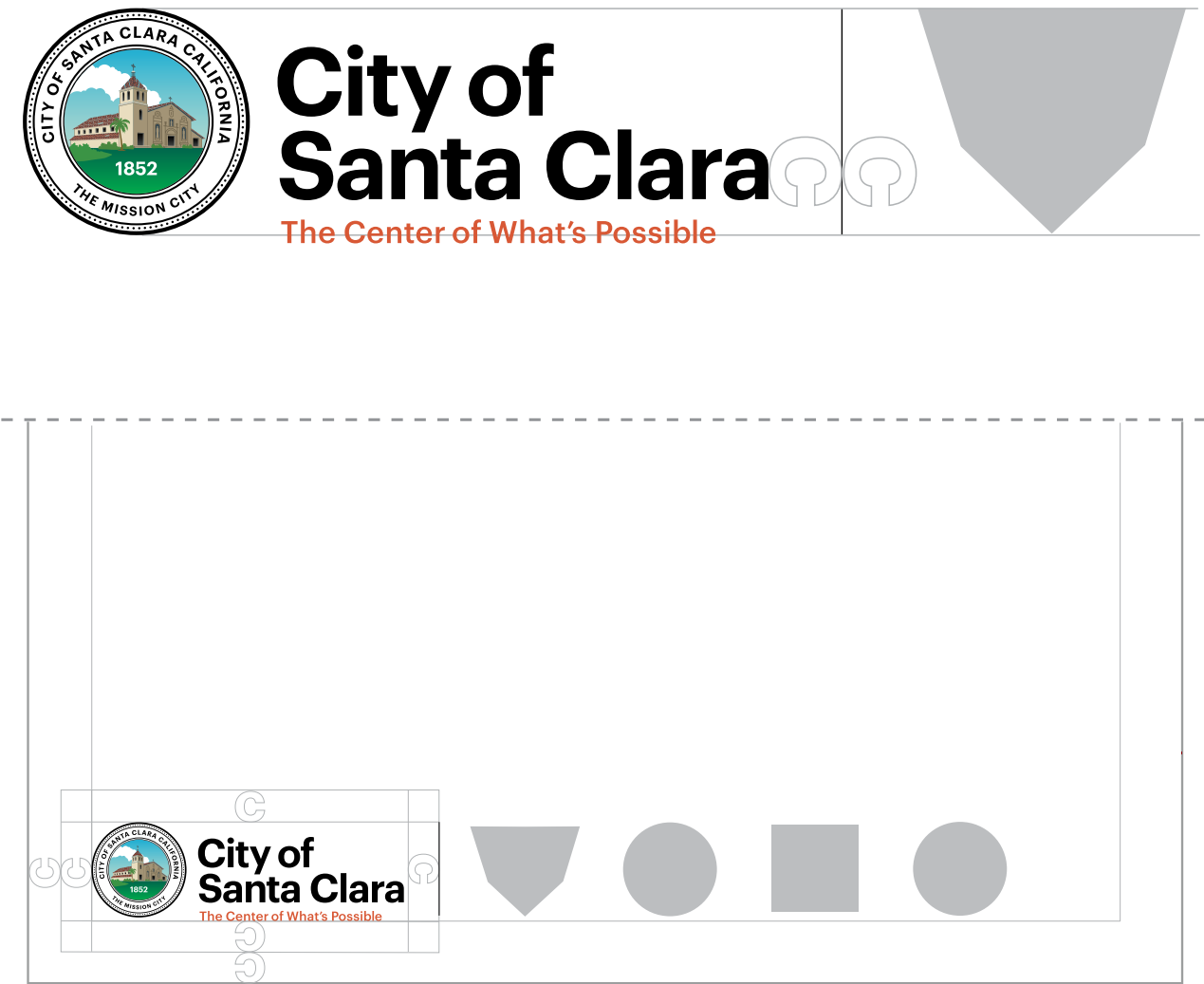
City of
Santa Clara
The Center of What's Possible.

③

Co-Branding

There are instances in certain marketing campaigns when the Logo will need to appear with other partnering logos.

In these instances, be sure to follow all clear space and minimum size guides as listed on previous pages.

Imagery

7

Icons and illustrations help support messages in our creative executions. Icons can be used to support copy or within the context of a larger illustration or infographic.

When building communications that incorporate icons and illustration, be sure that they enhance the message versus distract from it. If you are creating new icons or illustrations, it is important to remain consistent and convey the spirit of the new brand identity.
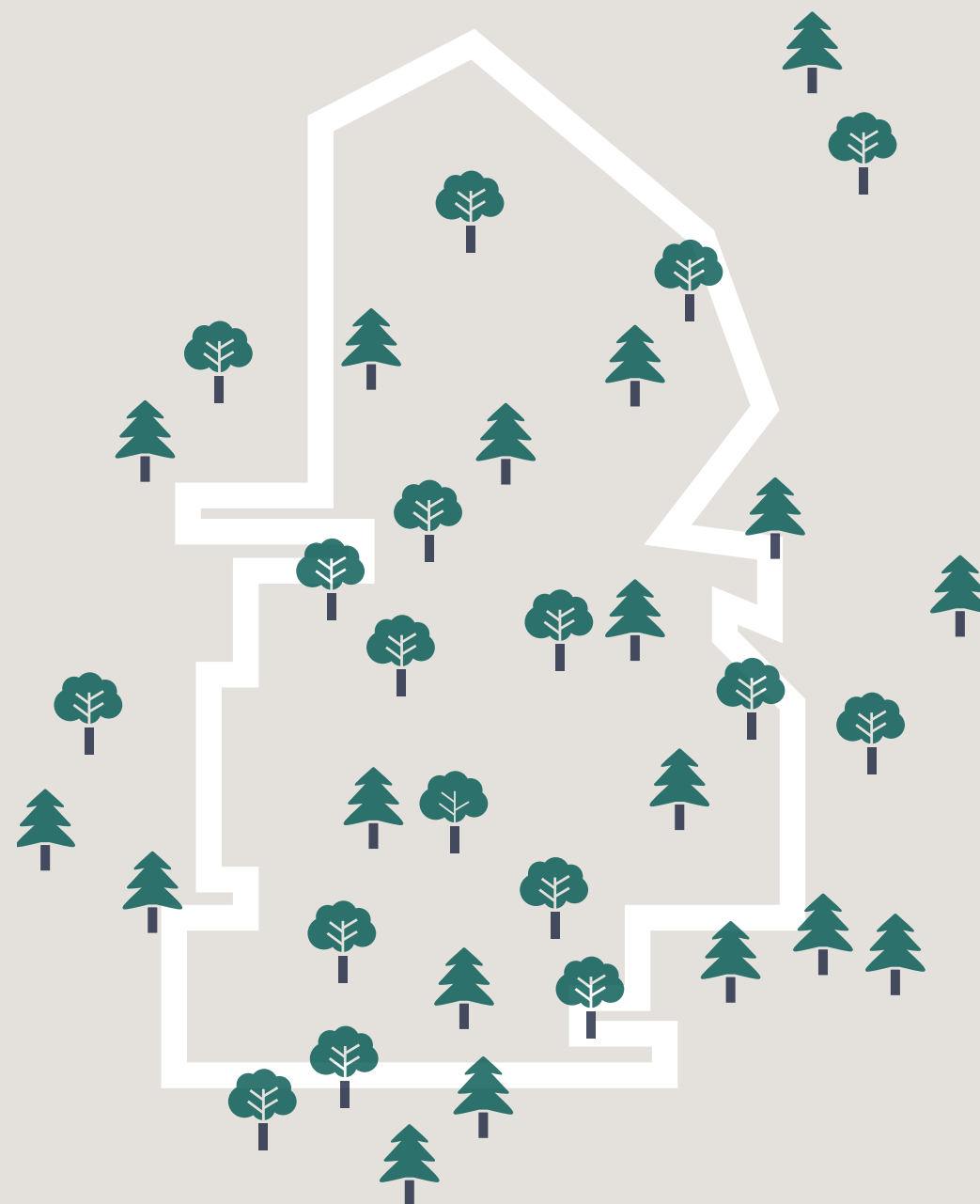
Icons

The twelve icons shown highlight key attractions, activities and institutions in the city. Although new icons could be created, their development should be limited, and the design carefully scrutinized to be sure they fit within the existing style.

There are one color and two color versions of the same icons, and their use should be decided by what works best with the layout at hand.

The one color version uses only the colors in the color palette. Other color combinations are not permitted.

The two color icons should be Terracotta and Deep Blue as shown.

49ers Levi's® Stadium   Library   Parks   Education   Convention Center   Family Entertainment

Government   Utility   Transit   Innovation   Development   Renewable Energy

Illustration Elements

The callout, pin and arrow should play a supportive role in a communication and be used within the context of a larger illustration, frequently in conjunction with the Map. New graphic elements may be created as needed, but their design should closely follow the elements shown. For usage examples, see page 51-52.

The callout as pictured has a Stone interior with a Deep Blue stroke. This asset interior can be used with any color in the approved palette except for Deep Blue and Cypress Green.

Only use the pin asset as pictured on this page. The pin asset is available in Terracotta with a Deep Blue center or in Deep Blue with a Terracotta center.

The arrow asset should be used in Deep Blue only, with a stroke of 1.75.

Don'ts

- Do not distort illustration elements.
- Do not use illustration elements as the primary graphic of a communication.

Street Texture

The Street Texture is used tonally as a subtle pattern within Layout Dividers. For usage examples, see page 52.

The roads in this street texture are at a 80% Terracotta opacity to ensure text legibility when overlaying. Please be sure to use the correct asset provided.

Don'ts

- Do not distort the Street Texture or use in a responsive HTML header where it could be stretched.
- Do not change the orientation of the Street Texture.
- Do not overuse the Street Texture; it is meant to be a supportive element.
- Do not use this asset in any other color.
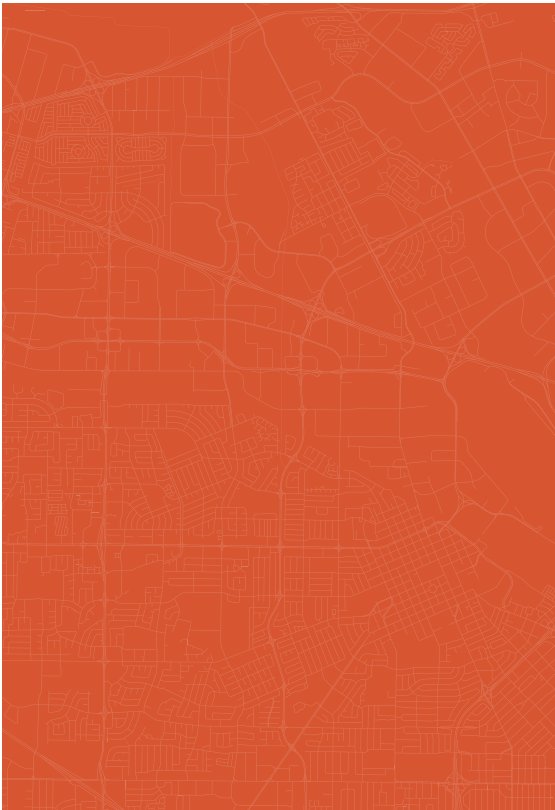
Applications

The examples on these pages illustrate how all of the elements come together using the visual identity system for various pieces of collateral.
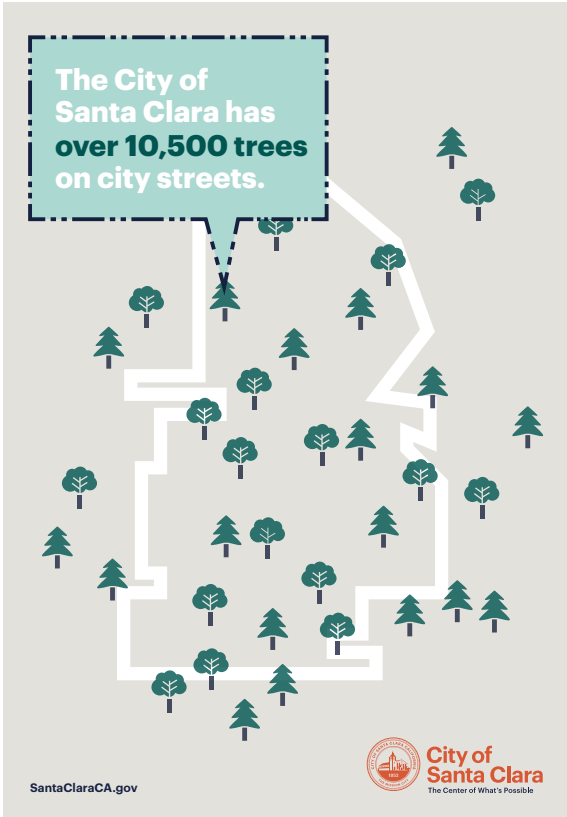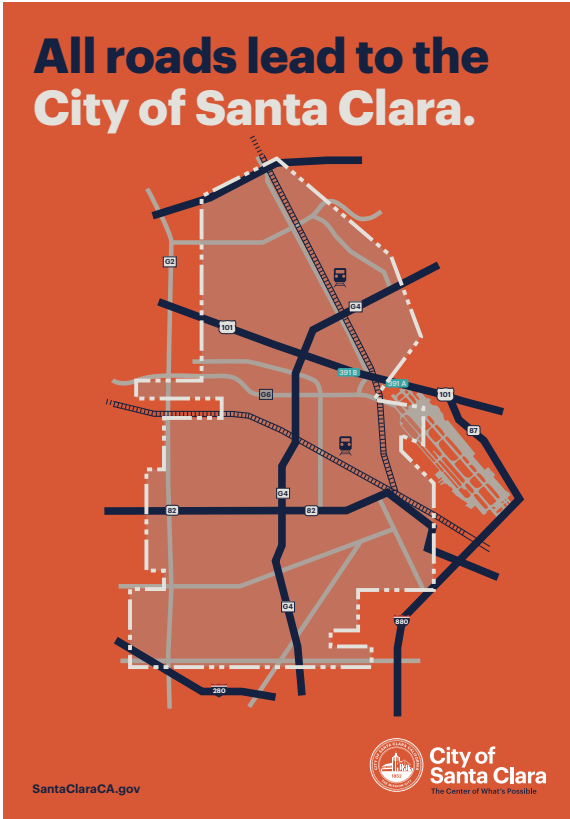
Applications

Continued on this page, these communications demonstrate good examples of icons and illustrations in context.

All roads lead to the City of Santa Clara.

SantaClaraCA.gov

City of Santa Clara
The Center of What's Possible

City of
Santa Clara
The Center of What's Possible

→ Gateway Village

← California's Great America

→ Convention Center

Stadium District

Lorem ipsum dolor
Minim Veniam
Consectetuer
Adipiscing
Commodo Consequat
Processus
Mirum Est Notare
Anteposuerit
Seacula Quarta Decima
Et Quinta Decima
Consectetuer Adipiscing

Nam Liber Tempor
Mirum Est Notare
Quam Littera
Duis Autem Vel
Lorem Ipsum
Commodo Consequat
Processus
Adipiscing Decima
Anteposuerit
Seacula Quarta

Mission City Scenes

January, 2015

Claritas est etiam

Community Recreation Center
969 Kiely Blvd

Sat, February 21, 2–5 p.m.
Sun, February 22, 11 a.m.–4 p.m.

Lorem ipsum dolor sit amet, consectetuer adipisc elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat ut aliquip.

Duis autem vel eum iriure dolor in hendrerit in vulput ate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum te feugait nulla facilisi per seacula quarta decima et quinta decima.

People

The people portrayed should reflect the diversity of the city itself in terms of ethnicity, gender, personality and lifestyle.

The stories told should be of people who have made their goals possible in the City of Santa Clara, whether their goals may be oriented toward family, careers, entrepreneurship, recreation, happiness, or all of the above. The mood should be uplifting and positive, and the style should be natural and not overly stylized.

These images are examples only and are not approved for city usage.

Places

Images of locations should be used to convey the positive attributes of the City of Santa Clara. New developments, civic progress, thriving businesses, recreational facilities, comfortable living, green spaces and more should be shown in ways that make the city attractive to residents, visitors and businesses alike. It is important that the locations shown are aspirational and that the images selected are of the highest quality.
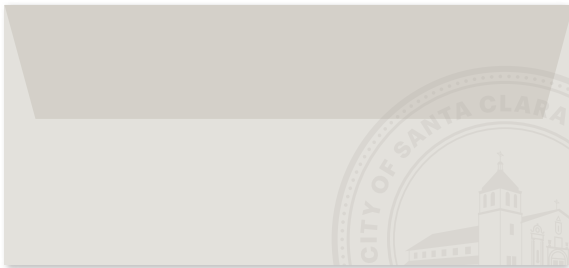
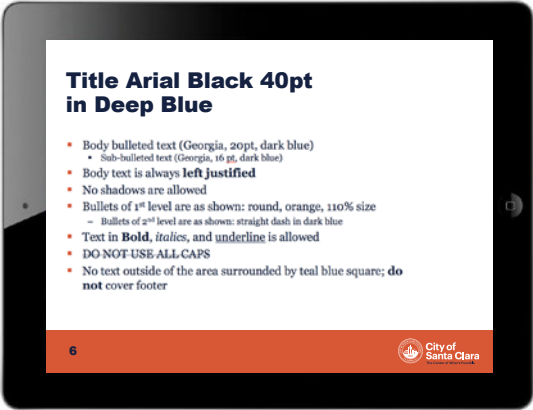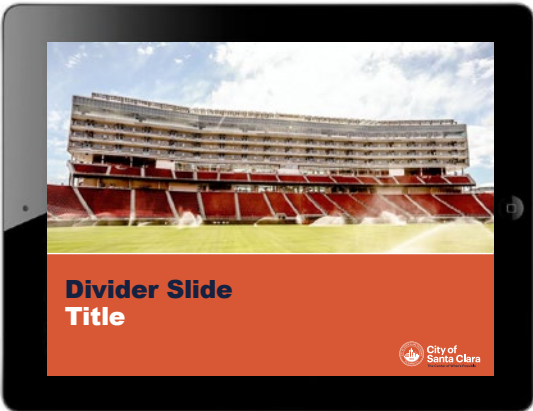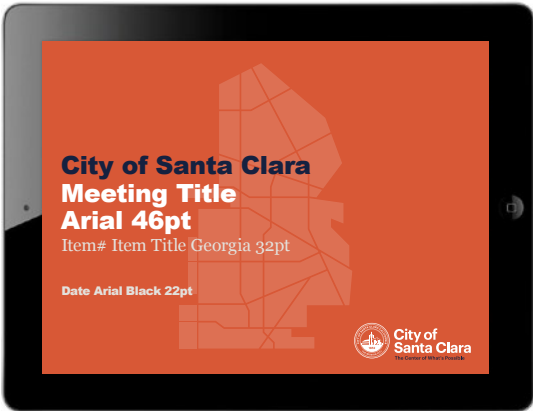These images are examples only and are not approved for city usage.

All Together
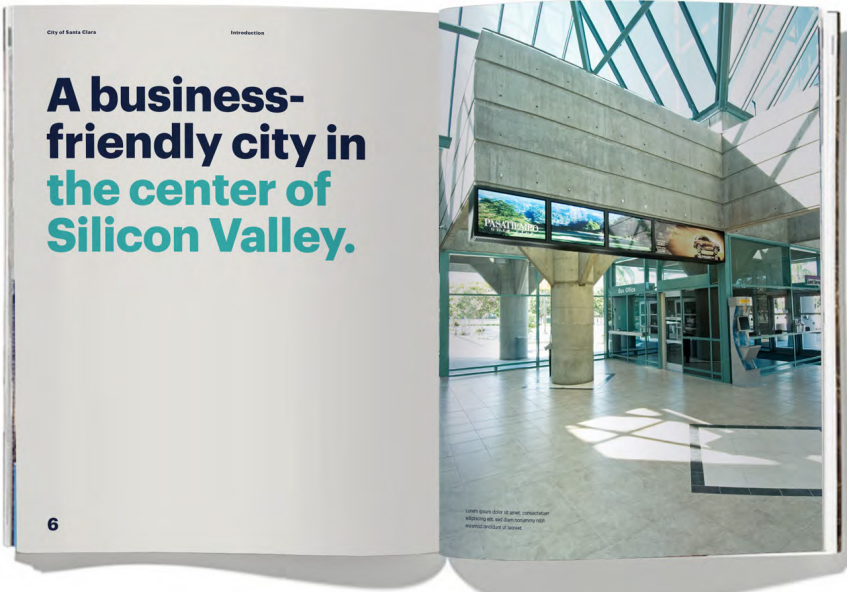
8

Stationery

PowerPoint

All examples and copy shown in this document are for reference only. They have not been approved for actual use.

Website

Brochure

All examples and copy shown in this document are for reference only. They have not been approved for actual use.

Signage

Advertising

All examples and copy shown in this document are for reference only. They have not been approved for actual use.

Uniform

Vehicle Placard

Banners

City of
Santa Clara

Please refer to the following naming convention to find the correct Logo file to use. Abbreviations are used in our asset file naming so the names are concise. The various attributes of each file follow in order of importance, separated by an underscore.

SC_Logo_KO_RGB.eps

Name	Asset Type	Color	Color Space	File Format
SC	Logo	Terracotta	4C	ai
	Logo with Tag	Deep Blue	RGB	eps
	Seal	Stone		png

Contact

The visual examples in this document are for illustrative purposes only, please contact the City Manager's Office at scbrand@santaclaraca.gov with questions.

Thanks.